

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-17. (Canceled)

18. (Currently Amended) A method of accessing data, comprising:

reading ~~an~~ a radio frequency (RF) tag containing data corresponding to a bar code, wherein the bar code comprises a first portion corresponding to a Uniform Code Council (UCC) company identifier and a second portion corresponding to a UCC item identifier;

constructing a uniform resource locator (URL) from the data read from the RF tag corresponding to the bar code, wherein a portion of said URL comprises the UCC company identifier and the UCC item identifier ~~constructed as www."company identifier".com/"item identifier"~~;

calling the URL; and

displaying information associated with said URL, and

wherein said "company identifier" comprises a number assigned by the UCC ~~uniform code council (UCC)~~ and said "item identifier" comprises a number assigned by a manufacturer.

19.-30. (Canceled)

31. (Previously Presented) The method of claim 18 wherein displaying information associated with said URL comprises:

displaying information of interest about an item associated with the item identifier, wherein the information of interest about the item resides in a user site accessed through the URL.

32. (Currently Amended) The method of claim 18 wherein the barcode corresponds to a universal product code (UPC) symbol.

33. (Currently Amended) The method of claim 18 wherein the barcode corresponds to a European Article Numbering (EAN) symbol.

34. (Currently Amended) The method of claim 18 wherein the barcode corresponds to a Japanese Article Numbering (JAN) symbol.

35. (Currently Amended) A method of accessing data, comprising:
receiving bar code information encoding a Uniform Code Council (UCC) company identifier and a UCC item identifier; and
constructing a uniform resource locator (URL) from the received bar code information, wherein at least a portion of the URL comprises the UCC company identifier and the UCC item identifier constructed as at least a "www" followed by at least the UCC company identifier and the UCC item identifier. www."company identifier".com/"item identifier".

36. (Previously Presented) The method of claim 35 wherein constructing the URL from the bar code comprises:
appending the company identifier to "www." to construct the "www.company identifier" portion of the URL; and
appending the item identifier to "/" to construct the /"item identifier" portion of the URL.

37. (Previously Presented) The method of claim 35 wherein constructing the URL from the bar code comprises:
prepending "www." to the company identifier to construct the www."company identifier" portion of the URL; and

prepending “/” to the item identifier to construct the /“item identifier” portion of the URL.

38. (Previously Presented) The method of claim 35, further comprising:
scanning a bar code comprising at least a first portion encoding the UCC company identifier and a second portion encoding the UCC item identifier.

39. (Previously Presented) The method of claim 35, further comprising:
linking to the URL so that a manufacturer’s site is accessed; and
accessing a portion of the manufacturer’s site pertaining to the identified product.

40. (Previously Presented) The method of claim 39 wherein linking to the URL comprises:
calling the URL.

41. (Previously Presented) The method of claim 39 wherein linking the URL so that a manufacturer’s site is accessed comprises:
attempting to link to a plurality of sites, each site with a different domain name, until at least one of the linked sites responds so that information pertaining to the identified product is received.

42. (Previously Presented) The method of claim 41, further comprising:
constructing the “.com” portion of the URL with a domain name, wherein the domain name comprises at least one selected from a group consisting of a “.net” domain name, a “.gov” domain name and a “.org” domain name.

43. (Previously Presented) The method of claim 39, further comprising:
receiving at least information pertaining to the identified product from the accessed portion of the site pertaining to the identified product; and

displaying the information pertaining to the identified product.

44. (Previously Presented) The method of claim 35 wherein receiving the bar code information comprises:

receiving the bar code information at a point of sale.

45. (Currently Amended) The method of claim 35 wherein receiving the bar code information comprises:

receiving universal product code (UPC) bar code information.

46. (Currently Amended) The method of claim 35 wherein receiving the bar code information comprises:

receiving European Article Numbering (EAN) bar code information.

47. (Currently Amended) The method of claim 35 wherein receiving the bar code information comprises:

receiving Japanese Article Numbering (JAN) bar code information.

48. (Currently Amended) A method of accessing data, comprising:
receiving a uniform resource locator (URL) call to access a manufacturer site that includes information pertaining to an item of interest, wherein the URL of the manufacturer site is www."company identifier".com/"item identifier" and wherein uses a Uniform Code Council (UCC) company identifier as the domain and uses an item identifier the "item identifier" corresponds to identify the item of interest; and

returning the information of interest to the a site that initiated the URL call.

49. (Currently Amended) The method of claim 48 wherein the URL corresponds to a bar code with a UCC company identifier and a ~~UCC~~ an item identifier.

50. (New) A method of accessing data, comprising:
receiving bar code information with at least a Uniform Code Council (UCC) company identifier and an item identifier;
determining the UCC company identifier from the bar code information; and
constructing a uniform resource locator (URL) with the UCC company identifier therein.

51. (New) The method of claim 50 wherein the UCC company identifier in the constructed URL is a domain name of a web site.

52. (New) The method of claim 50 wherein the UCC company identifier in the constructed URL identifies a web site of a company associated with the UCC company identifier.

53. (New) The method of claim 50 wherein constructing the URL having the UCC company identifier therein comprises:
constructing the URL to identify a web site; and
constructing the URL such that the UCC company identifier in the constructed URL identifies a location of the web site associated with the company.

54. (New) The method of claim 50, further comprising:
determining the item identifier from the bar code information; and
constructing the URL with the item identifier therein, wherein the item identifier in the constructed URL identifies a location of the web site describing the product associated with the item identifier.

55. (New) The method of claim 54 wherein the item identifier is assigned by the company.

56. (New) The method of claim 55 wherein the item identifier assigned by the company is a UCC item identifier.